

REMARKS

Claims 1-6 and 10 are cancelled and new claims 12-21 have been added. No new matter has been entered by any of the foregoing amendments.

Applicants respectfully traverse the Examiner's rejection of Claims 7-9 and 11 under 35 U.S.C. §102 as anticipated by Brown, U.S. Patent No. 6,278,448. Claim 11 teaches a method that provides "an interactive bi-directional connection between said client and a business contact." Brown does not teach this feature. Brown teaches a method where content on a remote computer/server is copied onto a personal computer desktop. The content on Brown's desktop is updated when the desktop queries the remote computer. [Col. 13, lines 4-13]. Nowhere does Brown teach bi-directional communication. As such, Brown cannot anticipate claim 11 or render it or any claim dependent thereon obvious.

Claim 12 includes a computer based method for providing interactive bi-directional communication between a business contact and a client comprising providing to a client a persistent interactive graphic object configured to establish contact between said client and business contact wherein said interactive object is capable of interfacing with at least two (2) computer programs on a single computer. Brown fails to disclose these claim elements, and thus fails to anticipate or render claim 12 obvious.

Claim 16 includes a computer based method for providing a communications link between a business and a customer comprising the steps of: providing a persistent graphic interactive object that includes a tracking component, a communications component, and a security component on a host computer; allowing said customer to download said graphic object to a customer computer; displaying said graphic object for customer to view; linking said host computer to said customer computer via said graphic object; and establishing bi-directional communication with said customer using said link. Brown fails to disclose these elements, and thus fails to anticipate or render claim 16 obvious.

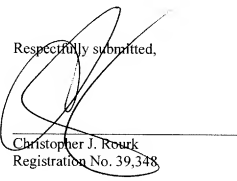
All other claims are believed to be allowable at least for the reasons that they depend from an allowable base claim and add limitations not found in the prior art.

CONCLUSION

Having dealt with all of the Examiner's rejections, the application is believed to be in a condition for allowance and favorable action is therefore respectfully requested.

Please charge all deficiencies and credit any overpayments to the Deposit Account No. 10-0096.

Respectfully submitted,



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